~~"TOPLINE"~~
~~(Hand Tab)~~

OVERALL RATING OF NORTHWIND

	NORTHWIND	
	New Ad/ New Product (Green)	Test Marketed Ad/ Test Marketed Product (Blue)
N =	402	234
	%	%
Positive Rating	36	31
Excellent	8	9
Very good	28	22
Good	34	30
Negative Rating	30	39
Fair	21	24
Poor	9	15
Average	3.1	2.9

QUESTION: Now, using the same scale, I would like your overall opinion of Northwind. Overall, how would you rate them? Would you say Northwind is... (READ LIST)?

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Source: https://www.industrydocuments.ucsf.edu/docs/fxpj0004